

**CITY OF ASHEVILLE, NORTH CAROLINA  
CLASS SPECIFICATION**

**PROGRAM SUPERVISOR – CULTURAL ARTS  
PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT**

**GENERAL STATEMENT OF DUTIES**

Performs administrative, professional and public-contact work in directing and coordinating festivals and the creative arts programs to promote economic development of the City. Employee reports to the Superintendent of Cultural Arts.

**DISTINGUISHING FEATURES OF THE CLASS**

An employee in this class is responsible for planning, directing, and coordinating festivals for the City. Employee, through the supervision of recreation center staff, events specialists and other staff, is responsible for promoting festivals (including full responsibility for a number of specific events), related events, and the City in the community while creating opportunities within the community. Work also involves scheduling festivals, securing contracts with vendors, preparing and distributing promotional materials, and directing the work of City staff members, interns and volunteers. Employee is responsible for ensuring financial soundness of projects, including fundraising, budget preparation and monitoring expenditures. Employee also manages the Reid Center for Creative Arts. Employee also works closely with various committees and acts as City liaison to other community organizations. Tact and courtesy are required in frequent dealings with City officials, associated agencies and the general public. Work is performed with considerable independence under general supervision of the Superintendent of Cultural Arts and is evaluated through assessment of the effectiveness and efficiency of festivals and creative arts programs as well as public approval.

**ILLUSTRATIVE EXAMPLES OF WORK**

**ESSENTIAL JOB FUNCTIONS**

Promotes and markets annual festivals and related activities in coordination with the overall marketing plan for the Parks and Recreation Department; serves as liaison to potential vendors, City officials, outside agencies, volunteer teams and the general public.

Supervises the work of numerous volunteers, City staff and interns who chair committees representing various aspects of event planning and execution, run booths and perform other tasks to support City festivals.

Manages the staff and arts and recreation programs at the W.C. Reid Center for Creative Arts including, but not limited to, recruiting and selecting employees and volunteer workers, instructing and training staff, completing employee performance appraisals, and handling various personnel problems or questions.

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Negotiates contracts with, entertainers, festival food-service and other vendors.

Develops a division budget and monitors expenditures.

Speaks with various groups as City representative regarding festival activities; prepares and distributes promotional materials for community residents and the media to include news releases, brochures, flyers, etc.

Maintains up-to-date knowledge of the current literature, trends, and developments in the field of public recreation and event management; attends meetings and conferences on economic development and festival management.

Evaluates operational success of all events; makes recommendations to improve execution of future events.

Responds to inquiries from the general public and others regarding City festivals and recreational events.

Maintains up-to-date knowledge of economic development activities and opportunities in the City.

Assists other City departments and outside agencies with festival events, event task force development, co-sponsored events and obtaining necessary festival permits.

Assists with development of a festival operation manual.

Establishes and maintains a variety of files and records, and prepares periodic and special reports from those data.

Assists with the preparation of divisional budget and monitors expenditures.

### **ADDITIONAL JOB FUNCTIONS**

Performs related work assignments as required.

### **KNOWLEDGE, SKILLS AND ABILITIES**

Considerable knowledge of the methods and techniques used in solicitation, promotion, and the attraction of participants and donors.

Considerable knowledge of the available resources of the City.

Considerable knowledge of general management and business organization principles and practices.

Considerable knowledge of arts programs development, monitoring and evaluation.

Considerable knowledge of the principles of supervision, organization, and administration.

Considerable knowledge of the local business industry.

General knowledge of demographic and geographic features important to prospective businesses and retirees.

Ability to plan, direct and coordinate the work of subordinates.

Ability to exercise considerable independent judgment and discretion in establishing, applying and interpreting policies and procedures.

Ability to develop effective promotional material for the City.

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Ability to communicate effectively in oral and written form.

Ability to give oral presentations before large groups of people.

Ability to establish and maintain effective working relationships with the various governmental officials, business industrial representatives and the general public.

### **MINIMUM EXPERIENCE AND TRAINING**

Bachelor's degree in recreation, arts management, event management or a related field, and 3 to 5 years of related experience; and/or any equivalent combination of training and experience required to perform the essential position functions.

### **SPECIAL REQUIREMENT**

Certification as a Certified Festival Executive and/or Certified Festivals and Events Executive from the International Festivals and Events Association within two (2) years of date of hire.

### **COMPETENCIES**

**Technical Competency:** Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

**Interpersonal Competency:** Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

**Intellectual Competency:** Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

**Customer Service:** Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

**Organizational and Community Sensitivity:** Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

**Physical Skills:** Ability to perform required jobs with adequate strength, dexterity, coordination and visual acuity (with reasonable accommodation[s] if needed) and in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.

## **PROGRAM SUPERVISOR – CULTURAL ARTS**

Salary Grade 18  
Exempt